

## Aston Martin: officially the UK's supreme Cool Brand

Top 500 CoolBrands of 2007 are published

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CoolBrands – the brainchild of international organisation Superbrands – has today revealed Aston Martin to be the UK's coolest brand – beating off stiff online competition from YouTube, Google and eBay to take first place.

The top CoolBrands of 2007 - as determined by a YouGov poll of over 2,000 members of the public and the CoolBrands Council – demonstrate that heritage and long-standing brands are considered just as cool as those that have only come to prominence in the past five years.

The top twenty is dominated by the monoliths of the web: **Google, YouTube, Amazon** and **eBay** whilst **Bang and Olufsen, Rolex** and **Ferrari** - all notable leaders in their field for quality and excellence – also score highly.

### CoolBrands 2007

- |     |                   |     |                 |
|-----|-------------------|-----|-----------------|
| 1.  | Aston Martin      | 11. | Ferrari         |
| 2.  | iPod              | 12. | Ducati          |
| 3.  | YouTube           | 13. | eBay            |
| 4.  | Bang and Olufsen  | 14. | Rolex           |
| 5.  | Google            | 15. | Tate Modern     |
| 6.  | Playstation       | 16. | Prada           |
| 7.  | Apple             | 17. | Lamborghini     |
| 8.  | Agent Provocateur | 18. | Green & Black's |
| 9.  | Nintendo          | 19. | iTunes          |
| 10. | Virgin Atlantic   | 20. | Amazon          |

The 2007/08 **CoolBrands** programme will be launched at the official CoolBrands event, held at The Bridge, London on **13<sup>th</sup> September**.

“The top twenty is a reflection of our changing needs, wants and interests,” comments **Stephen Cheliotis**, chairman of the **CoolBrands Council**, which is also comprised of figures like Trevor Nelson, Ben De Lisi and June Sarpong. “You could argue that it’s split into two pretty clearly defined categories – on the one hand, things can become cool by virtue of their necessity or prevalence in your life, like Google, or Amazon. On the other, the things you really want, but may know you’ll never get – like a Rolex; or a Ferrari - are considered just as cool.

“There seems to be a real divergence between aspiration and practicality but both are deemed cool – which goes to show how the needs and desires of consumers are developing.”

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# Trends and Patterns

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## Revenge of The Nerds

The top twenty CoolBrands suggests that geeks are fighting back – with 50% of the brands in the online, technology or gaming categories.

From the massive brands – **Sony** and **Apple** to web favourites like **YouTube**, and in 25<sup>th</sup> place, **MySpace** the prevalence of these brands would suggest it's now considered cool to buy or own gadgets, play computer games or go on the internet. Ten years ago, this behaviour might have been deemed the sole preserve of teenage boys in their bedrooms – now, it's simply cool to be a geek.

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## The Bond Effect

**Aston Martin** once again takes pole position in the list. The success of *Casino Royale* – and the rekindled love affair between the British public and Bond as a result - shows there is a deeply ingrained association with the man and the car in the minds of Britons.

'James Bond' and *Casino Royale* were named the coolest films in the survey – proving that Bond's allure to both men and women shows no sign of waning.

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## Playstation Vs Nintendo

Despite the popularity of both Nintendo's **Wii** - the best selling games console of the past decade – and the **DS**, which is changing the face of the gaming audience; the **Sony Playstation** still manages to pip its rival to the top spot in the games and toys category of the list; coming in at number six in the list overall.

Playstation is still seen as the iconic cool console; due in part to its continuing status as the console of choice for true gamers; as well as the aesthetic appeal of Playstation's design.

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## Tate Modern is The Coolest Place to visit in the UK...

Tate Modern is the only brand in the top twenty that people can visit – making it the coolest place to visit in London. New galleries and shows open on a daily basis, but the results indicate that the collection at Tate Modern, and their continually innovative programme of exhibitions and installations will consistently draw a cool crowd.

From the now infamous Turbine Hall installations, to the best in contemporary art, Tate Modern remains at the cutting edge of Cool on the South Bank – despite competition from London Eye elsewhere along the Thames and the Roundhouse up in Camden as London's leading cool attraction.

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## ...But Europe isn't Cool

Despite the wealth of cosmopolitan cities in Europe – from Paris, to Berlin, to Madrid and of course, London – Europe isn't considered cool generally.

Italy is the only European country to make the top 100 – and coming in at number 65, it's not exactly high up on the list. While the venues and attractions London has to offer are considered cool, the city itself isn't regarded so, with far-flung destinations such as Japan, Australia and Brazil all coming in higher.

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## You Can't Buy Cool

Advertising? Marketing? Promotion? The coolest brands don't need it. The results show that the brands that make the top 5 shun advertising and marketing, preferring to let their reputation – or results – precede them.

"Cool is not an easily definable formula - if it were every brand would be trying to harness and replicate that formula," comments Lee Farrant, Council member and Partner at RPM. "It is elusive but you know it when you see it!"

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# Editor's Notes

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## How do you define a CoolBrand?

The definition of cool, is of course, entirely subjective. However, CoolBrands research has shown there to be six key factors inherent in identifying a CoolBrand, and so The Council and consumers were asked to consider the following in making their decisions:

- Are they stylish?
- Are they innovative?
- Are they original?
- Are they authentic?
- Are they desirable ?
- Are they unique?

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## How were the CoolBrands selected?

A longlist – consisting of over 5,500 brands – was compiled by independent researchers. This was whittled down to a shortlist of 1,169 brands – on which The CoolBrands Council (including Radio One DJ **Trevor Nelson** and designer **Ben Di Lisi**) voted on, producing a list of 650 top scoring brands.

2,246 consumers then gave their opinions in an online election managed by research agency YouGov. The CoolBrands were ranked with a 70/30 weighting which favoured the council.

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## Who are Superbrands?

**CoolBrands** is one of the programmes operated by the **Superbrands** organisation, which presents expert and consumer opinion on the UK's strongest brands. The organisation promotes the discipline of branding and pays tribute to exceptional brands. The CoolBrands publication forms part of a pioneering and exciting programme that was founded by Superbrands with the aim of paying tribute to the UK's coolest brands.

Since its launch in 1995, Superbrands has gone from strength to strength and now operates in over 55 countries worldwide. The programmes run by Superbrands are recognised as a benchmark for brand success.

### Superbrands Publications

Each annual programme is accompanied by a book which lists all 500 qualifying brands, a double-page profile on each member brand, and expert insight and information pertinent to the world of branding.

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## Who are the Council?

### Ralph Ardill, Founder and CEO, The Brand Experience Consultancy

Ralph is recognised as one of the pioneers and leading authorities on experiential branding, design and communication. In 2005 Ralph set up The Brand Experience Consultancy – a new business venture dedicated to helping brands explore and leverage the commercial, creative and communication possibilities of the emerging experiential economy. He has, and continues, to consult to some of the world's leading brands, including Guinness, Ford, Ericsson, Coca-Cola, Barclays, Sky, Tate Modern and CBRE on how to best bring their brands to life both inside and outside their organisations and is a regular and accomplished writer, speaker and consultant. Back in 1995 Ralph wrote one of the first and most provocative books on Experiential Branding – simply entitled 'Experience' – and more recently has written an expert master-class on Experience Design for the UK Design Council. For the last four years Ralph has also been a special advisor to the Royal Society of Arts and the Parliamentary Design Group.

### Niku Banaie, Managing Partner Naked Communications

Niku left Central Saint Martins College in 1999 with awarded work in branding and design, and began his career in the agency world, developing communication ideas for brands such as adidas and Vodafone. Niku joined his current company, Naked Communications, in 2003, where he is now one of the UK managing partners. As well as expanding the agency Niku still follows his initial calling to generate culturally powerful ideas for household names as well as 'new to the world' brands. His outside design interests are satisfied through his own furniture range, brothersister, which can be found at the V&A as well as in other stores around Europe.

### Damian Barr, Journalist, Writer, Playwright & Presenter

Damian, 30, is a journalist, writer, playwright and presenter. Writing features for The Times, Damian has talked design with Sir Terence Conran, cooked a roast with Hugh Fearnley-Whittingstall and had a manicure with Paris Hilton's mother. He has been diving for scallops and star-gazing in Chile. He has reported on post- Katrina New Orleans and the ever-flooding state of Venice. He also writes for The Independent, The Financial Times, Olive and Country Life. He writes plays for BBC Radio 4, presents a radio series for BBC Scotland and fronts 'Cool In Your Code' – a webTV series for The Times. His first book made the quarterlife crisis a household term. Julie Burchill describes him as "the new ringmaster for the Jerry Springer Generation".

### Nicki Bidder, Editor-in-Chief Dazed & Confused

As editor-in-chief of Dazed & Confused, Nicki has been instrumental in the growth of the magazine and the brand at large having worked for the company for seven years. She not only oversees the editorial vision of the title but also its many creative solutions, exhibitions, print products and events that have achieved recognition and influence for the brand beyond the confines of the newsstand. In addition she has been an ongoing consultant for Topshop for six years and continues to work closely with the brand.

### Paul Croughton, Assistant Travel Editor The Sunday Times

Paul is a journalist, broadcaster and pop culture commentator who has worked across newspapers, magazines, radio and television – for the BBC, ITV, The Observer, The Times, FHM, Mixmag, Arena, Heat and MTV. He is currently assistant travel editor of The Sunday Times.

#### **Jodie Dalmeda, Media Consultant**

Jodie is a freelance media consultant for some of the UK's leading marketing and PR agencies. The former head of press for Sony BMG now advises and develops creative media strategies and celebrity endorsements for global brands such as BlackBerry, Virgin Unite, Orange, Moschino, Garrard, MTV, MBOOs and Oxfam. Jodie has utilised celebrities from both the music and film worlds such as Sean 'P Diddy' Combs, Will Smith, Ashley Walters, Zola 7, Thandie Newton, Richard Ashcroft, Christopher Eccleston, Amir Khan, Gael Garcia Bernal and The Editors to highlight various brand launches and humanitarian campaigns. Jodie was responsible for the media strategy for 'Live 8' South Africa and for creating the global media campaign for the United Nations International Day of Peace. Jodie specialises in trend forecasting and works with the Prince's Trust as a Specialist Business Advisor. She is also a fellow of the RSA (Royal Society of Arts).

#### **Ekow Eshun, Artistic Director Institute of Contemporary Arts**

Ekow worked as assistant editor of The Face magazine before being appointed editor-in-chief of Arena magazine, becoming, at 28, the youngest ever editor of a men's magazine. A high profile writer and broadcaster on art and culture, Ekow makes regular appearances on BBC's Newsnight Review and More4's The Last Word, as well as writing for publications including The Guardian, The Observer and The New Statesman. He has also written and presented several documentaries on TV and radio. Ekow is a governor of the University of Arts London (2001-present) and a former board member of Tate Members (2003-2005). His first book, Black Gold of the Sun: Searching for Home in England and Africa, was published by Penguin in June 2005 and was nominated for The Orwell Prize for political writing in 2006.

#### **Lee Farrant, Partner RPM**

Lee's early career encompassed sports photography, specialising in Formula One, football and rugby World Cups as well as the Olympics and expedition photography covering the Camel Trophy adventure races. Lee set up his own photography business in 1990 and formed a design consultancy four years later, in conjunction with RPM. He then joined the experiential marketing specialists as a partner in 1996, where his primary responsibility has been the visual offering of the agency, overseeing design and photography. Whilst he has worked on projects for a variety of brands, he continues to specialise in working with sports brands to develop consumer strategies and creative implementation platforms. Most recently, Lee has been the driving force behind the globally successful Umbro One Love project. UK and global brands progressed are: Bombay Sapphire, Carlsberg Tetley, Diageo (Bailey's, Smirnoff®, Johnnie Walker), The ECB, The FA, FIFA, Grand Marnier, Grolsch, Land Rover, Martini, Reebok, Umbro, Sky TV and Unilever.

#### **Sandra Halliday, Managing Editor Business Reporting & Analysis WGSN.com**

Sandra is managing editor of Business Reporting & Analysis for WGSN.com, the world's leading online fashion forecasting website. In that capacity she identifies and analyses trends for the season ahead, for next year and into the next decade. Prior to this she worked for or edited a variety of business and consumer magazines in the retail, fashion and cosmetics sectors. These included Cosmetic International, Fashion Weekly, Woman, Hair & Beauty, and Tax Free Trader.

#### **Andrew Harrison, Associate Editor, The Word & Editor-in-Chief, Mixmag**

Andrew is associate editor of the mature music and entertainment magazine The Word, and editor-in-chief of dance bible Mixmag. Since 2002 he has worked at groundbreaking independent publishers Development Hell Ltd, whose low-overheads and hands-on publishing model has enabled its niche titles to prosper while ungainly larger publishers suffer the vicissitudes of the Web 2.0 revolution. In the 1990s Andrew edited the award winning rock monthly Select, which famously identified and named Britpop, and also revolutionised coverage of Glastonbury and other rock festivals to create a model now followed by all rock titles and several broadsheets. He also contributed to The Face, Rolling Stone, Spin, GQ and Arena. More recently he was editorial director of EMAP's Performance division, where he looked after Q, Mixmag and Smash Hits and launched the girls' gossip weekly Sneak. He has also been music editor at the American men's magazine Details.

#### **Cozmo Jenks, Milliner**

Recognised as one of Europe's leading milliners, Cozmo has designed hats for some of the world's greatest names: Kylie Minogue, Jamiroquai, Lady Helen Taylor, Viscountess Serena Linley, Jodie Kidd, Jo and Leah Wood, Anya Hindmarch, Pattie Boyd and Brooke Shields.

Raised between Hampshire and Dorset, Cozmo's country roots are core to her imaginative designs, drawing inspiration for her vibrant creations from nature and the organic form. Known also for her distinctive personal style, Cozmo combines directional shapes, luxury fabrics and vibrant colours for her whimsical and flamboyant head pieces. Since starting in millinery 10 years ago, Cozmo has collaborated with many high profile designers including Amanda Wakeley, Tracey Boyd, Buddhistpunk, Steven Fairchild and Maria Grachvogel. Cozmo has also become the first port of call for style ambassadors when dressing for the season's most prestigious weddings, races and events. Cozmo will soon be launching a slipper collection, 'From Head to Toe', broadening her bespoke luxury offering.

#### **Dolly Jones, Editor VOGUE.COM**

Dolly first stepped into the world of Vogue – post-History of Art at Manchester University and wearing Topshop pumps – in 1998 for three weeks work experience that turned into six months as editorial assistant. Next up was the London College of Printing periodical journalism course which commissioned her to interview "someone at the top of their game" – Alexandra Shulman very kindly obliged – and then the 'writer' job at VOGUE.COM came up in January 2000. Seven and a half years later – after breaking news every day, working with the Condé Nast Interactive team to develop and expand the site to its fullest potential including cover archives and VogueTV, and being named editor in 2005 – she is now responsible for a website that boasts 1.3 million unique users per month and was named British Magazine Website of the Year, 2006. Her reward? An upgrade to Manolos.

#### **Owen Lee & Gary Robinson, Creative Partners ,Farm**

Gary and Owen started their career globetrotting through the New York, LA, Sydney and Brisbane offices of the advertising agency Chiat/Day. They settled in Chiat/Day's London office in 1993 and were instrumental in its transformation into St. Luke's in 1995. They moved from St. Luke's to become a senior creative team at Partners BDDH and after three years they moved to HHCL and Partners. In 2000, they became partners in advertising start-up, Farm.

They have written advertising campaigns for brands including Tango, Pot Noodle, first direct, HSBC, Boots 17, smile.co.uk, Heinz, Virgin Megastores and smart. Their work for Diet Tango and The Co-operative Bank was featured in the Brand New Exhibition at the V&A.

#### **Ben de Lisi, Fashion Designer**

Ben grew up in New York, where he was taught to sew by his Grandmother, and went on to study sculpture at the Pratt Institute in Brooklyn. In 1982 he moved to London to pursue his dream of becoming a fashion designer and produced his first capsule collection. Since 1995 Ben has been showing at London Fashion Week, winning the coveted British Glamour Designer of the Year award in 1994 and 1995. He also designs a diffusion line in conjunction with Debenhams – BDL by Ben de Lisi. In 1998 Ben and his business partner, Debbie Lovejoy, opened their first stand-alone boutique, in Belgravia. Since 2001 he has been working with Countryside Properties, a property developer in North West England, applying his stylish touch to apartments. He is currently working with Abacus, developing a range of branded bathrooms. Ben has also been involved in TV projects, most recently including his role as a mentor on Project Catwalk.

### **Meritaten Mance, Co-Founder & Director Kitchen Communications**

Meritaten started her PR career in the restaurant industry, working with recognised chefs such as Marco Pierre White and Thelvy's Fernando Pierre. Her experiences here and working for Jori White PR, a small lifestyle PR company based in Soho, led to Meritaten becoming joint owner and director of lifestyle PR company, Laundry Communications. Her achievements were recognised through the successful launch of Roast restaurant in Borough Market and she also enjoyed the enviable title of Prestige Brands Ambassador across Allied Domecq's Champagne and Luxury brands portfolio. Meritaten became co-founder and director of Kitchen Communications in February 2006.

### **Simon Mathews, Founding Partner Rise Communications**

Simon has worked for a number of the advertising groups, most recently running Optimedia International for the Publicis Group before leaving to establish Rise Communications, which is the UK's first value based brand and communication strategy agency specialising in helping brands to profit more from communications. Rise, now four years old, works across a broad portfolio of clients both in the UK and internationally, including Cutty Sark Whisky, The COI (energy performance certificates), Richmond Ice Cream and Network Rail. The agency employs a spectrum of skill sets from both the client and agency world, covering disciplines such as broad based communication strategists, data analysts, qualitative researchers, and brand thinking. The common thread is that they are always senior, experienced individuals, who all own part of the business.

Rise has just launched Contented, a digital strategy agency and was recently commended at the Marketing Society awards for its brand launch work for Skinny Cow Ice Cream.

### **Vaishaly Patel, A-list Facialist**

Vaishaly is most celebrated for tending the brows of the famous at her stylish Marylebone Village clinic. It is Vaishaly's 'magic' touch, facial massage skills and skin insights that keep many devoted clients returning to her. Faces are Vaishaly's lifelong passion: inspired by an aunt who was a beauty therapist, Vaishaly qualified in beauty therapy, at the London College of Fashion. She went on to work with holistic therapist Bharti Vyas for seven years, evolving her own philosophy about what it takes to achieve great skin while working hands-on. She then set up a practice in Martyn Maxey's Mayfair salon where Vaishaly pioneered the use of microdermabrasion in facials long before it became the beauty 'buzz' it is today.

At the age of 30, Vaishaly opened her own clinic – now a must-visit destination for the likes of Sophie Dahl, Elle Macpherson and Nigella Lawson – where the emphasis is on sublime service and absolute privacy.

### **Trevor Nelson, DJ**

Trevor developed his DJ skills at an early age organising warehouse parties. This led to a slot on the then pirate radio station Kiss FM. In 1990 when Kiss FM became legal, Trevor was offered a daytime show as well as a directorship. He went on to host Radio 1 show, The Rhythm Nation, which was soon followed by a Saturday afternoon show. Trevor has won DJ of the Year at the MOBO awards twice and has also co-hosted the same awards twice. He continues to DJ across the UK and around the world and host major events and shows across BBC channels, MTV, ITV and Channel 4. Trevor's passion and drive have enabled him to be one of the champions of R&B music in the UK, and his increasing profile has made him a respected and valued figure in the music industry across the world.

### **Bakul Pakti, PR, Production and Product Development in Arts, Entertainment and Media**

Bakul started working in entertainment whilst studying Art at Central Saint Martins College and then Philosophy at UCL; here she managed bands, worked for various record companies including BMG and Nude Records, and within the music division of one of the original wave of web design studios – (the then) AMXdigital, set up by the prolific designer (Prof) Malcolm Garrett. After graduating, she worked for a number of other companies, and for the past four years has been a freelance publicist, producer and events co-ordinator; specialising in the arts, entertainment and media. She often works with independent artists; developing, producing and promoting a variety of projects; particularly in fine art, photography, film and theatre.

### **Mary Portas, Founding Partner and Creative Director, Yellow Door**

Retail marketing guru Mary is quite possibly one of the UK's foremost authorities on retail and brand communication.

Previously the creative director of Harvey Nichols, Mary repositioned the brand into the world renowned store and restaurant group it is today. Mary's foresight and unique knowledge of trends and consumer markets prompted her to launch Yellowdoor in 1997 when she saw a need for integrated and creative brand communication in the retail, fashion, luxury and beauty sectors. Under Mary's guidance, Yellowdoor have created category challenging campaigns for a wide range of brands on the high street including Clarks, Louis Vuitton, Thomas Pink, and French Connection. Mary writes a weekly column in The Telegraph and has published two books – 'Windows – The art of retail display' and most recently 'How to Shop' with Mary Queen of Shops through BBC books. Mary Queen of Shops, an innovative series on fashion retailing, was launched on BBC2 in May 2007.

### **Alex Proud, Director, Proud Galleries, At Proud Bar**

Alex established Proud Galleries in 1998, and a host of acclaimed shows such as Destroy – the Sex Pistols, The Rock 'n Roll Years (with the National Portrait Galleries) and Rebel Life – Bob Marley, launched the reputation of Proud Galleries on an international level. Subsequent shows including Rankin and Bailey Down Under, Rankin's Nudes project, James Dean – the Iconic Images of Phil Stern, Underexposed, True Football, Robbie Williams and Blood & Glitter have cemented the position of Proud Galleries as the most popular private photographic galleries in Europe. 2001 saw the launch of Proud Camden, where groundbreaking shows including Hip Hop Immortals and The Libertines achieved headline coverage and attracted over 2,000 paying visitors every week.

In June 2005, the Camden gallery relocated to Stables Market, Camden Lock, and in 2006, Proud realised a 10-year vision by opening At Proud – a 500-capacity bar and music venue adjacent to the Proud Galleries.

### **Nicolas Roope, Founding Partner, Poke London**

From leading creative practitioner and co-founder of Antiom in 1995, through to creative director roles at Oven Digital and Poke, Nicolas has always looked beyond industry rhetoric to the inspiring truths of interactive networked media; this passion has driven his career spanning the last 12 years. Nicolas jointly set up Poke with veterans from Deep End in 2001 after the dotcom fallout. Since then he has creatively driven numerous high profile accounts and self initiated projects, picking up five Webby Awards and many other world-class accolades along the way. He is a long standing blogger and frequent contributor to ICON and Design Week and his work and ideas have been widely distributed through the on and off-line worlds. He has recently been appointed as a member of the Academy of Digital Arts and Sciences and is the UK Webby Ambassador Nicolas also founded the Pokia / Hulger project ([www.hulger.com](http://www.hulger.com)), another creative slant on technology, but in this instance, physical.

### **June Sarpong, Presenter, She of the Lipgloss Explosion**

June began her TV career at MTV. While there, she presented 'Planet Pop', a segment which was shown on Channel 4's T4. This led, in 1999, to a regular role as front-woman and celebrity interviewer for T4, a role she has held for the last eight years. In this time June has interviewed the likes of Sir Elton John, Kylie Minogue, Black Eyed Peas, Will Smith and Nicole Kidman as well as Tony Blair for T4. In recent years, June has also presented many other series for E4, the BBC, Channel 5 and most recently 'WAGS Boutique' for ITV. June has also presented the Smash Hits Poll Winners Party and Party In The Park as well as the MOBO Awards for three consecutive years. June is an ambassador for the Prince's Trust and also campaigns for the Make Poverty History movement. In 2007 June received an MBE for services to charity.

### **Tom Savigar, Partner, The Future Laboratory**

Tom was previously co-founder and director of Sense Worldwide. Since joining The Future Laboratory in 2005, he has overseen the rapid growth of the company's infrastructure, brand strategy and consumer typology projects, and its work with brands in terms of developing new product and

service offers. Clients include Nokia, Lamborghini, Investec Private Bank, Pernod Ricard, Vogue and Gap. Aside from corporate assignments, Tom enjoys working with the next generation of designers and researchers. He has taught fashion textile students at the University of Brighton how to be keen identifiers of anomalies, the indicators of change, and has formed similar programmes with universities and institutions in Argentina, India, Denmark and Austria. Tom devotes the majority of his spare time to establishing his fledgling designer menswear label.

#### **Dylan Williams, Strategist, Mother London**

Dylan first got lucky on the back of Jamie Oliver in the mid-1990s. Witnessing Jamie's rise to prominence, Dylan figured that by dropping his H's, swearing a bit and hanging out with the homeless, he too could disguise his real origins and stand out in the posh-boy dominated world of advertising. Dylan duly swotted up on Casual culture and, swapping his Horse and Hound for a first edition of Boy's Own, successfully reinvented himself just as everyone fell in love with football at Euro 96. This new positioning quickly paid dividends as he claimed all credit for the advertising on Levi's, Lynx and Audi amongst others. Laughably, he then got voted one of the top two planners in the UK by Campaign magazine. Mindful of the impending collapse of Laddism, Dylan quit as planning director of BBH in 2002 and attempted a rebrand. Inspired by the recent 1980s revival, Dylan changed his name to Leroy and joined Pineapple dance studios. After a couple of years Dylan grew disenchanted by the confines of Street Jazz and went back to advertising. As strategy director at Mother he now plays a lot of table tennis and continues to wing it. He'll be rumbled eventually as he's not all that really.

#### **Stephen Cheliotis, Chairman Superbrands Council UK**

Stephen began his career at global brand valuation and strategy consultancy, Brand Finance, where he helped to advise brands on maximising shareholder value through effective brand management. In addition he produced a range of significant reports, including comprehensive studies of global intangible assets. His annual study of City Analysts, which explored the City's need for marketing information, was vital in understanding the importance of marketing metrics in appreciating and forecasting companies' performance. In 2001 Stephen joined Superbrands UK, becoming UK managing director in 2003 and overseeing two years of significant growth. Given a European role in 2005, his expertise was used across 20 countries. In 2006 he set up his own business providing PR and marketing advice to companies. Stephen chairs the three independent Superbrands Councils in the UK. He speaks at conferences on branding and is a regular commentator for international media on the subject. He is a frequent guest on CNN, the BBC and Sky amongst others.

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## Contacts

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## Ends

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### Websites



[www.superbrandsuk.com](http://www.superbrandsuk.com)

For:

- Programme Information
- Downloadable list
- Company contact detail



[www.ideageneration.co.uk](http://www.ideageneration.co.uk)

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